

# Health and Wellness Tourism in Denmark

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## Abstracts

Health and wellness tourism in Denmark is benefiting from a trend of consumers investing more time and money in spoiling and indulging themselves. The main group for this is domestic travellers, aged 30-50 years, who go to spa and other health and treatment centres on a regular basis or while travelling in Denmark. People above 50 years old also go to treatment centres as they are perceived to have more time and money to spend on themselves. In addition, health and wellness establishments in...

Euromonitor International's Health and Wellness Tourism in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Medical Tourism, Spas.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Health and Wellness Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Prospects

Category Data

Table 1 Number of Hotel/Resort Spas: Units 2008-2013

Table 2 Health and Wellness Tourism Sales by Category: Value 2008-2013

Table 3 Forecast Health and Wellness Tourism Sales by Category: Value 2013-2018

Executive Summary

Growth in Domestic and Outbound Tourism

Decline in Tourism Flows Inbound

Developments in Copenhagen Stimulate Tourism Growth

Online Sales Continue To Gain in Importance

Positive Forecast for Travel and Tourism in Denmark

SWOT

Summary 1 Denmark: SWOT

Demand Factors

Table 4 Leave Entitlement: Volume 2008-2013

Table 5 Holiday Takers by Age 2008-2013

Table 6 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 7 Balance of Tourism Payments: Value 2008-2013

Sources

Summary 2 Research Sources

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